



# PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 680-5000

October 7, 1982

Ms. Joanne Mac Farland  
Sales Representative  
San Diego Holiday Bowl  
San Diego Jack Murphy Stadium  
9449 Friars Road - Gate H  
San Diego, CA 92108

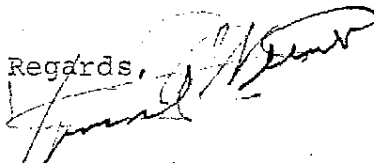
Dear Ms. Mac Farland:

I would like to take this opportunity to thank you for thinking of Philip Morris regarding the possibility of advertising in the San Diego Holiday football program.

Unfortunately, our budget for this type of advertising is limited and fully committed, therefore, we will be unable to participate.

Good luck with the game.

Regards,

  
Vincent J. Weiner  
Director  
SPECIAL PROMOTIONS

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